



# IBS BULLETIN

"THIS IS THE INTERCOLLEGIATE BROADCASTING SYSTEM"

Vol. XIV No. 3

February 1954

## Annual IBS Meeting With IER-TV Coming

The IBS Program Department will sponsor another Clinic for Campus Stations on April 10, the last day of the four day annual convention of the Institute for Education by Radio-TV at the Deshler-Wallick Hotel in Columbus, Ohio. This year the topic of the IBS Clinic will be "Sales and Promotion", a subject close to the heart of many of our stations.

Arrangements are now being made to gather together a panel of outstanding speakers from IBS stations, commercial agencies, industry, faculty, and the National Association of Radio and Television Broadcasters.

The over all purpose of the Institute is to promote better understanding between educational and commercial broadcasting interests, and for several years now IBS has made a solid contribution to the Institute's program. IBS Clinic attendance has always been good and this year we are expecting the largest group of all. IBS stations are urged to send representatives armed with local Sales and Promotion problems and triumphs, as well as plans for increasing and strengthening next year's policies of the System's operation.

The annual meeting of the Governing Council, the assemblage of the Regional Directors who meet in this fashion to transact System business and set a course of action for the coming year, will also be held that Saturday. The staffs of all IBS stations are urged to attend. If a station cannot send a representative, it should pay particular attention to directing its Regional Director in its wishes.

Attendance at the IER-IBS convention is a good time to strengthen ones educational, business, and social relations with IBS, as well as to attend other sessions of the Institute.

## Announcing The IBS-Hazen "Success Story" Awards

The officers of IBS take pleasure in announcing several awards which will be presented this Spring, 1954, to the stations doing the most outstanding audience-promotion of the Hazen-supported programs *U. N. REVIEW* and *RELIGION AT THE NEWS DESK*.

The awards will be:

First Prize—\$100 Defense Bond.

Four Honorable Mentions—\$25 Defense Bonds.

The winners of the awards will be selected at the officer's meeting at the IER-IBS convention, April 7-10, in Columbus, Ohio. The awards are being made to stimulate attention among the local IBS station audiences in the two outstanding programs now being made available to IBS stations for the second year under a grant of the Edward W. Hazen Foundation of New Haven, Connecticut.

To be eligible for these awards a station may submit any or all of the following to Mr. Thomas J. Aylward, Speech Dept., University of Maryland, College Park, Md.:

- 1—Copies of their scheduling of either or both of these programs.
- 2—Copies (tape or script) of spot announcements used to promote either or both of these programs, with the schedule of the use of the announcements.
- 3—Copies (tape or script) of other on-the-air promotion used, such as interviews, discussions, etc.
- 4—Originals of facsimilies of other printed promotion materials used, such as posters, displays, etc. A brief description of where and when they were used should accompany.
- 5—Copies of news stories or newspaper features which carry reference to the programs. Dates

## IBS Joins NCCET Advisory Committee

The Intercollegiate Broadcasting System has been invited to appoint a member of the System Staff to the Advisory Committee for Educational Television. Sixty-nine other national organizations which have interest and experience to lend to educational television are represented on the Committee.

The NCCET, whose headquarters are maintained in the Ring Building in Washington, began operation a little over a year ago. It was formed with aid from the Fund for Adult Education of the Ford Foundation and the American Council on Education with the purpose of helping local groups establish their own educational TV stations and to protect their interests after they begin operation.

Educational TV stations in Los Angeles and Houston have already begun operation, with four more scheduled to commence operations within a few weeks. The NCCET expects to count twenty-five such TV stations by the end of 1954.

Since the Federal Communications Commission has reserved 245 channels for educational TV, the NCCET envisions the entire country covered with educational TV programming.

The listing of the other 62 organizations on the Advisory Committee includes such diversified interests as the Amer. Assoc. for the Advancement of Science, the A.F. of L., the Amer. Assoc. of University Women, the Boy Scouts, Y.W.C.A., Nat'l. Council of Churches of Christ, U. S. Dept. of Agriculture, Assoc. of American Colleges, the A. M. A., American Jewish Committee, Red Cross, Lions International, the V. F. W., and the W. C. T. U.

The System's experience in 13 years of operation in the interests of campus radio should be of aid to the NCCET.

(Continued on Page 4)

Vol. XIV, No. 3

**IBS BULLETIN**

February 1954

Published in February, April, October and December by the Intercollegiate Broadcasting System, Inc., an educational and scientific association at 113 Locust Drive, Baltimore 28, Md. Entered as second class matter at the Post Office at Baltimore 33, Maryland, under authorization of Nov. 4, 1953.

Annual subscription, one dollar in the United States.

Copyright, 1954, by the Intercollegiate Broadcasting System, Inc. Printed in the U. S. A.

President: George Abraham — 3107 Westover Dr. SE, Washington 20, D. C.; Vice Pres., Operations Mgr., & Acting Station Relations Mgr.: David W. Borst — 706 Sanders Ave., Schenectady 2, N. Y.; Treasurer: James R. Wylie — Intercollegiate Broadcasting System, Storrs, Conn.; Secretary & Program Mgr.: Howard C. Hansen — Univ. of Tulsa, Tulsa, Oklahoma; Engineering Director & *IBS BULLETIN* Editor: Richard H. Crompton, 113 Locust Dr., Baltimore 28, Md.; Hazen Grant Program Coordinator: Thomas J. Aylward — Speech Dept., Univ. of Maryland, College Park, Md.; Sales Promotion Mgr.: Thomas M. Blaisdell — 1562 VanVranken Ave., Schenectady 8, N. Y.; New York Sales & Record Promotion Office: Walter Hofer, 107 West 43rd St., New York 18.

**FM vs Campus-limited Broadcasting***An editorial by***David W. Borst,**  
Vice-President and

Operations Manager, IBS

It has been said that an educational FM station is "education by radio" whereas a campus-limited station is "education for radio". Of course the programs of both stations provide good listening, but this terse comment does serve to emphasize an important advantage of campus-limited radio; the excellent training it affords the station staff. Such training can span all the varied experiences which are encountered in the commercial radio field; there are no limitations such as a desire to produce only broadcasts which reflect the educational purpose of the institution, or the requirement of non-commercial operation which goes with an educational FM broad-

casting license.

We have received reports from several parts of the country that people in authority have advised campus-limited radio stations that it is not possible legally to operate such a station, and that all colleges desiring to broadcast to the student body should use educational FM. Such a statement overlooks a number of important facts.

Today there are nearly 200 campus-limited AM stations in operation in the United States, and certainly one could hardly claim all were operating illegally. Furthermore, most college students own AM, not FM, receivers; today a campus audience cannot be reached by FM. And finally, because FM is non-commercial, the FM station loses a substantial source of income, as well as training in commercial radio for the staff.

It is true that engineering the campus station is often difficult and it seldom possible to reach all the student listening audience with a simple transmission set-up. A few students usually live too far from the campus to be reached economically by legal methods. FM does provide a way of getting a radio signal to most of these listeners. The very nature of campus-limited broadcasting imposes on coverage, which, however, results in a number of advantages that far outweigh the disadvantage of not being able to transmit a signal to reach the entire student body.

If the management of a campus-limited station becomes interested in FM, then serious consideration should be given to simultaneous AM and FM broadcasting. This is being done today, and many of the yearly problems have been solved. Today, for instance, the same call may be used for both stations, with "FM" appended by the FM station. Also, simultaneous station breaks are permitted. Simultaneously over both outlets, with public service announcements substituted on FM for the commercial plugs broadcast on AM, or dual programming may be planned either during part or all of the two broadcasting schedules.

There follows a list of some of the dual campus-limited-FM stations now operating. These are lowpower FM outlets, and the campus-limited stations are Members of IBS. In addition, high-power educational FM stations are operating at the campuses of several

**The 12 Regions****Region One**

David Sternlight of WTRS, Massachusetts Institute of Technology, has been named Acting Director of Region One, the Eastern New England Region. The former Director, Donald Walton of Bowdoin College, was forced to resign as a result of a setback in his academic work after undergoing an operation.

**Region Four**

Stephen Schmidt, Director of the Middle Atlantic Region, has announced a meeting on February 20 at Columbia University in New York. Those who attend this meeting will have the advantage of hearing a discussion of IBS and of the national advertising picture as presented by David Borst, IBS Operation Manager; James Wylie, IBS Treasurer; and a representative of the College Radio Corporation, the System's national advertising representatives. It is fortunate that this meeting falls upon the same date as an IBS staff meeting in New York.

**Region Six**

Robert Robin of WABP at the University of Alabama has been named Acting Director of the Southern Region. Donald Rayment, IBS Regions Coordinator, made this appointment upon the resignation of Margaret Parham of WFSU, the Florida State University, when her station changed to educational FM recently.

other IBS stations, and similar examples of both types of AM-FM operation can be found among the campus stations outside IBS.

WRMU, WMUB (FM) Miami University, Oxford, Ohio.

KTJO, KTJO-FM Ottawa University, Ottawa, Kansas.

KSMU, KSMU-FM, Southern Methodist University, Dallas, Texas.

WRTI, WRTI-FM Temple University, Philadelphia, Pennsylvania.

These stations would be pleased, we are sure, to provide other groups in IBS with information about their operations and the things that they have learned.

Don't overlook the advantages of campus-limited broadcasting. Work to solve the engineering problems it presents; the reward is broadcasting programs your student audience wants, well-rounded training in radio for your staff, and support from local and national sponsors.

## Program Promotion

by Howard C. Hansen,  
IBS Program Manager

Because no program on your station is getting its full share of listener value, it may not be inappropriate for me to step across the line a bit and make a few suggestions in the area of program and station promotion.

In the several studies we have made over the past six years we have learned one important thing—that too many of us rest when the program is created and put into studio production—not enough thought is given the matter of acquainting our audience with the presence of the program we have worked so hard to get together for their entertainment or information. Can you think of a single program on your station for which you have all the audience you want, or could get? We either do not have the know-how of promotion, or we don't have the urge. Yet the necessity remains unchallenged. Let's challenge it a bit now.

Do you publish on a regular basis your program schedule?

Do you get this schedule in the hands of your listeners?

Do you use your campus newspaper for printing schedules, feature stories, pictures, etc.?

Do you have someone on your staff who is directly responsible for developing and carrying thru your promotion activities?

Do you give courtesy announcements to campus activities and organizations?

Do you give your listeners station inscribed blotters and book matches?

Do you make posters which give sock value to programs?

Do you solicit comments on your programs?

These are a few of the questions that need "yes" answers if you want to build a strong audience for your many programs.

Look at each program as if it were the only one you had to offer, and get behind it.

Right now IBS is using a lot of money under a grant of the Edward W. Hazen Foundation to provide its stations with *RELIGION AT THE NEWS DESK* and *U. N. REVIEW*. We are also developing promotional material for your local use. You can back this up with your own slant on things. Hazen has indicated it is interested in knowing exactly how your listeners are reacting to these programs.

## New BULLETIN Location Sought

The Board of Directors of IBS would like to be relieved of the duties of editing and publishing the *IBS BULLETIN* in order that their time may be more profitably spent in administering the many other projects of benefit to campus radio.

The Engineering Director finds that the duties of editing the *IBS BULLETIN* severely limit the time remaining for technical projects which are pressing. In view of this, the Board of Directors would be glad to consider the proposals of representatives from any college at which there is an IBS station for the publication of the *BULLETIN* there.

Past practices have seen the *BULLETIN* published at colleges under the supervision of the journalism faculty by their students who were awarded credits for their work. At other times publication of the *BULLETIN* has been by students or graduates who have worked on campus stations and wish to continue working for the aid of campus radio thru the medium of IBS as a hobby.

Publication of the *IBS BULLETIN* affords an excellent opportunity in all areas of producing a national periodical.

Those interested may contact the President of the System or the *BULLETIN* Editor at the addresses in the masthead.

## Script Library Gets Additions

Charles Paterson, faculty advisor to campus station KBIL at St. Louis University, St. Louis, Missouri, has announced the addition of about 40 new titles to the IBS Script Library.

The Script Library is maintained at St. Louis University by Mr. Paterson and Mr. McDonald of the KBIL staff. The additional listings will shortly be sent to all full and pending member stations.

Why not make this a promotion project? Your listeners will attend what you call their attention to. Call it to these two programs!

Never think of the station as being only behind the microphone. *YOUR SIGNAL IS ALL OVER THE CAMPUS. NOISE YOUR PROGRAMS AROUND!*

## 1953 IBS Program Awards Winners

The Program Department announces the following winners of the 1953 IBS Program Contest:

1st - "Arena" - Cuttings from Carl Sandburg's "The People, Yes." WKCR Columbia University.

2nd - "Music at Columbia" - an analysis of his work by Henry Carroll. WKCR Columbia Univ.

3rd - "Hymn Time" - organ and vocal music. WFSU Florida State University.

Honorable Mention to: "The Littlest Angel" - a reading by Dennis Delacure. WFSU Florida State University.

"The Word - Go With Him Twain." KSMU Southern Methodist University.

## IBS Publicity

Walter Hofer, IBS Public Relations Associate in New York, has had some recent success in placing articles in national publications about the System and about IBS stations.

Articles about the Rensselaer station, WRPI, programming the local commercial station WOKO (*IBS BULLETIN*, Dec. 1953) have appeared in *THE BILLBOARD*, *RADIO DAILY*, and *BROADCASTING - TELECASTING*.

The *CASH BOX*, a magazine of the record industry, carried an article on January 2 about the results of Mr. Hofer's record survey results and his record distribution plan.

A new national pocket-sized magazine, *TOPS*, is to regularly carry the results of the record surveys IBS compiles at the various college campuses. The object of Mr. Hofer's activities is to make the name of IBS and campus radio better known to the general public.

## Survey Coming

The Sales Promotion and Public Relations Department will soon begin conducting the annual IBS Listenership Survey. Each station is to select one day of the week of March 21 to survey its audience. IBS will supply the instructions and forms necessary.

Jerome Fallon of WNDU, Notre Dame University, and an IBS Sales Promotion Associate will take charge of this project. The results will be published in the *IBS BULLETIN* and will be used in the solicitation of national advertising.

## Int'l. Student Forum Programs

The International Student Forum series, formerly International House Programs, is now well under way. IBS is producing this series under the Hazen Foundation Grant for distribution to System stations upon request.

The first of the series should be available for distribution before the end of February. The programs are thirty minutes in length on 7½ i.p.s. tape recordings. They are a series of discussions of problems concerning students as viewed by foreign students now enrolled in colleges in the United States.

Requests for this series should be sent to Mr. Tak Kako, IBS Program Associate and Coordinator of the International Student Forum Program Series. His address is 82 Riverside Drive, New York 24, New York. Mr. Kako is a member of the IBS Board of Directors and a former IBS Program Manager. He is employed with ABC-TV in New York City.

## New F.C.C. Rules Awaited

In April of 1949 the F.C.C. established Docket 9288 relative to the formulation of permanent regulations for low power devices. Shortly thereafter the Commission set up Part D of this Docket to cover carrier-current broadcasting in particular.

IBS immediately began preparation of a set of proposed rules for consideration by the Commission. This proposal was approved by the Governing Council meeting of 1949 and completed in August, however, upon recommendation of members of the F.C.C. they were not filed until May of 1952. It was considered desirable that the educational TV issues be resolved before the matter of campus stations was brought up.

The Commission has recently announced that a Notice of Proposed Rule Making relative to Docket 9288D will be issued within a few weeks. No information as to the form that the Proposed Rules will take, but since those regulations proposed by the System are thought to have been in accord with the thinking of the F.C.C. when they were filed, it may be that they will provide a basis for the forthcoming Notice.

Under the IBS proposal campus stations and their operators would

## Linear R F Amplifier

Publication of construction details of an easily constructed Linear R F Amplifier will be delayed until the April issue. This has been forced upon us as a result of unavoidable difficulties in securing suitable photographs of the finished unit. It was deemed desirable to wait until a complete pictorial article could be presented.

be licensed, operating and program logs would be required, and equipment performance standards would be set. While this may at first sound severe, it must be recognized that this is a much needed step toward establishing campus radio as a bona fide form of educational broadcasting.

If the expected Proposal is not found to be in the best interests of the stations the System will request a hearing and have the matter reviewed before the Commissioners.

## New Calls

The following new call letters have been registered by the IBS Washington office with the F.C.C.: KSSC Southern State College, Magnolia, Arkansas; KNES Northern Montana College, Harve, Montana; WNOC North Central College, Naperville, Illinois. Advanced from Trial to full Membership in IBS were: WTRS Massachusetts Institute of Technology, Cambridge, Mass. WJRH Lafayette College, Easton, Pennsylvania.

## Announcing The IBS-Hazen "Success Story" Awards

(Continued from Page 1)

of publication should accompany.

- 6—Quotations of favorable listener comments on either of the programs. These comments may be elicited by asking listeners what they like about the programs, how the programs have helped clarify their thinking or feeling about life in general or some particular aspect of the world; by asking how the substance of any program has entered into their class discussions or into informal talks with fellow students; by noting any comment which is printed in the college newspaper or magazine. The source of the comment should be identified by the person's name, initials, year in college, or in some such manner.
- 7—The results of any program listening poll, including reference to these programs, may be used.

Any entry will not necessarily include all of these items, although we are especially interested in favorable listener comment. The objective is to present a true picture of your "Success Story" with *U. N. REVIEW* and *RELIGION AT THE NEWS DESK*. The documentation of your "Success Story" may be assembled so far as possible in a scrapbook or grouped in some such similar manner.

"Success Story" is sponsored by the IBS Program Department, and entries should reach Mr. Aylward by April 3rd or be brought to the IBS Clinic at the IER-IBS convention in Columbus. We'd be interested in knowing in advance who is preparing a "Success Story".